


Name: Enrolment No:			
<p style="text-align: center;">UPES End Semester Examination, May 2025</p>			
Course: BBA Oil and Gas Program: Lubricant Marketing Course Code: OGOG2007		Semester: IV Time : 03 hrs. Max. Marks: 100	
Instructions:			
<p style="text-align: center;">SECTION A 10Qx2M=20Marks</p>			
S. No.		Marks	CO
Q 1	Statement of question		
1	What is the most common method used for the marketing of lubricants in B2B markets? a) Social media advertising b) Direct sales and partnerships c) Celebrity endorsements d) Television commercials	2	CO1
2	Which of the following would be a differentiation strategy for a normal consumer product? a) Offering the lowest price in the market b) High-quality product packaging c) Focusing on sustainability and eco-friendliness d) Lower product availability	2	CO1
3	In the product life cycle, at which stage does a product like a lubricant experience the highest level of competition? a) Introduction b) Growth c) Maturity d) Decline	2	CO1
4	Which distribution channel would likely be used for lubricants? a) Exclusive retail stores b) Direct sales to industrial clients c) Online e-commerce platforms d) Wholesale outlets	2	CO1
5	Which of the following best describes a necessity product? a) A high-end smartphone b) Basic food items like bread and milk c) Designer shoes d) Rare artwork	2	CO1

6	Which of the following would be an effective marketing strategy for a luxury product? a) Offering frequent discounts to attract more buyers b) Using mass-market advertising and promotions c) Emphasizing exclusivity and high status in advertising d) Placing the product in as many retail outlets as possible	2	CO1
7	What role does consumer feedback play in the development of new normal products? a) It helps determine pricing b) It informs improvements in quality and effectiveness c) It enhances brand image d) It defines the geographic distribution	2	CO1
8	What role does consumer feedback play in the development of new lubricants? a) It helps determine pricing b) It informs improvements in quality and effectiveness c) It enhances brand image d) It defines the geographic distribution	2	CO1
9	Which of the following is an example of a specialty product? a) A bottle of water b) A luxury sports car c) A pack of chewing gum d) A pair of everyday sneakers	2	CO1
10	Which marketing strategy is most appropriate for necessity products? a) Focus on exclusivity and high pricing b) Wide distribution and minimal advertising c) Celebrity endorsements and luxury promotions d) Targeting a small, niche market	2	CO1
SECTION B 4Qx5M= 20 Marks			
Q	Statement of question		
1	What are the key factors involved in the development of a new lubricant product?	5	CO2
2	How does the marketing strategy for luxury products differ from necessity products?	5	CO2
3	What are the advantages of packaging in lubricant marketing?	5	CO2
4	Explain the importance of customer feedback in the development of normal consumer products.	5	CO2
SECTION-C 3Qx10M=30 Marks			
Q	Statement of question		
1	How do consumer buying behaviors differ when purchasing necessity products versus luxury products, and what marketing strategies are effective for each?	10	CO3

2	The automobile industry is constantly evolving with new innovations. Imagine you are leading the New Product Development (NPD) team for a car manufacturer. What are the key stages in the NPD process for introducing an electric vehicle (EV) to the market?	10	CO3
3	Using the same as above: How would you address challenges such as technological advancements, consumer preferences, and sustainability in this development process?	10	CO3
SECTION-D 2Qx15M= 30 Marks			
Q	Statement of question		
1	SWOT Analysis for "PureGlow" Organic Skincare Brand Background: PureGlow is a startup that specializes in organic, cruelty-free skincare products. The company's mission is to provide high-quality skincare products made from natural ingredients without harmful chemicals. Over the past two years, the brand has been growing in popularity, especially among environmentally-conscious consumers. The products include moisturizers, face masks, cleansers, and serums. They are sold through the company's website and selected retail partners.		CO3
2	A luxury brand is launching a new line of high-end watches aimed at wealthy consumers. Discuss the marketing strategies the company should adopt to ensure success in a competitive market.		CO3